



WJLA
1100 Wilson Blvd. 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Mundy Katowitz Media
1322 G. Street S.E.
Washington, DC 20003

Contract # 199196

Schedule Dates 10/23/12-10/29/12
Advertiser Priorities USA Action (14656)
Agency/T-Code Mundy Katowitz Media (1517)/ELECTRONIC
Product Political-Political (1088)
Brand Est 1789 :60's 10/23-10/29 (72803)
Salesperson Monares, Barbara (1108)
Sales Office WJLA - Core Team
Buyer Name BESSETTE,CASEY
Phone/Fax /
CPE Est 1789 :60's 10/23
Account Types Local/Political Issue Agency
Billing Type Standard
Comments Est 1789 :60's 10/23-10/29

Date Entered 10/22/12
Last Modified 10/22/12
Entered By Barbara Monares
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$23,280.00
Net Total \$131,920.00
Sales Tax

WJLA Arlington (WJLA)
By Broadcast Month
Oct. 2012 26 \$138,000.00
Nov. 2012 3 \$17,200.00
Grand Total: 29 \$155,200.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/24/12-10/26/12	3	1:00	6:59A- ABC-GOOD MORNING AMERICA				1		1			2	\$3,600.00	\$7,200.00	WJLA Arlington (WJLA)		10/22/12
2.0	Normal Line / SPOT	10/29/12-10/29/12	3	1:00	6:59A- ABC-GOOD MORNING AMERICA		1							1	\$3,600.00	\$3,600.00	WJLA Arlington (WJLA)		10/22/12
3.0	Normal Line / SPOT	10/23/12-10/25/12	3	1:00	9A- LIVE!			1		1				2	\$2,800.00	\$5,600.00	WJLA Arlington (WJLA)		10/22/12
4.0	Normal Line / SPOT	10/23/12-10/23/12	3	1:00	10A- RACHAEL RAY			1						1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		10/22/12
5.0	Normal Line / SPOT	10/24/12-10/24/12	3	1:00	10:58A- ABC-THE VIEW				1					1	\$3,600.00	\$3,600.00	WJLA Arlington (WJLA)		10/22/12
6.0	Normal Line / SPOT	10/26/12-10/26/12	3	1:00	11:59A- NEWS-ABC 7 NEWS @ NOON						1			1	\$4,000.00	\$4,000.00	WJLA Arlington (WJLA)		10/22/12
7.0	Normal Line / SPOT	10/23/12-10/23/12	3	1:00	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)			1						1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		10/22/12
8.0	Normal Line / SPOT	10/25/12-10/25/12	3	1:00	12:57P- ABC-THE CHEW				1					1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		10/22/12
9.0	Normal Line / SPOT	10/25/12-10/25/12	3	1:00	3:01P- ANDERSON COOPER SHOW					1				1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		10/22/12
10.0	Normal Line / SPOT	10/24/12-10/24/12	3	1:00	4:58P- NEWS-ABC 7 NEWS @ 5P				1					1	\$3,800.00	\$3,800.00	WJLA Arlington (WJLA)		10/22/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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Mundy Katowitz Media (1517)/ELECTRONIC

Product

Political-Political (1088)

Brand

Est 1789 :60's 10/23-10/29 (72803)

Salesperson

Monares, Barbara (1108)

Sales Office

WJLA - Core Team

Buyer Name

BESSETTE,CASEY

Phone/Fax

/

CPE

Est 1789 :60's 10/23

Account Types

Local/Political Issue Agency

Billing Type

Standard

Comments

Est 1789 :60's 10/23-10/29

10/22/12

10/22/12

Barbara Monares

No

CO-OP

Headline #

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By Broadcast Month Spots Rate

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11.0	Normal Line / SPOT	10/23/12-10/25/12	3	1:00	5:59P- NEWS-ABC 7 NEWS @ 6P				1		1			2	\$5,600.00	\$11,200.00	WJLA Arlington (WJLA)		10/22/12
12.0	Normal Line / SPOT	10/29/12-10/29/12	3	1:00	5:59P- NEWS-ABC 7 NEWS @ 6P		1							1	\$5,600.00	\$5,600.00	WJLA Arlington (WJLA)		10/22/12
13.0	Normal Line / SPOT	10/24/12-10/24/12	3	1:00	6:27P- 6:30P (EST)				1					1	\$12,000.00	\$12,000.00	WJLA Arlington (WJLA)	WORLD NEWS ADJ.	10/22/12
14.0	Normal Line / SPOT	10/25/12-10/25/12	3	1:00	6:57P- 7P (EST)				1					1	\$16,000.00	\$16,000.00	WJLA Arlington (WJLA)	WORLD NEWS ADJ.	10/22/12
15.0	Normal Line / SPOT	10/26/12-10/26/12	3	1:00	6:58P- WHEEL OF FORTUNE					1				1	\$14,000.00	\$14,000.00	WJLA Arlington (WJLA)		10/22/12
16.0	Normal Line / SPOT	10/23/12-10/23/12	3	1:00	7:27P- JEOPARDY									1	\$16,000.00	\$16,000.00	WJLA Arlington (WJLA)		10/22/12
17.0	Normal Line / SPOT	10/29/12-10/29/12	3	1:00	11P- NEWS-ABC 7 NEWS @ 11P		1							1	\$8,000.00	\$8,000.00	WJLA Arlington (WJLA)		10/22/12
18.0	Normal Line / SPOT	10/27/12-10/27/12	3	1:00	6:58A- ABC-GOOD MORNING AMERICA SAT							1		1	\$1,800.00	\$1,800.00	WJLA Arlington (WJLA)		10/22/12
19.0	Normal Line / SPOT	10/27/12-10/27/12	3	1:00	7P- WHEEL OF FORTUNE WEEKEND							1		1	\$6,000.00	\$6,000.00	WJLA Arlington (WJLA)		10/22/12
20.0	Normal Line / SPOT	10/27/12-10/27/12	3	1:00	7:29P- JEOPARDY WEEKEND							1		1	\$6,000.00	\$6,000.00	WJLA Arlington (WJLA)		10/22/12
21.0	Normal Line / SPOT	10/27/12-10/27/12	3	1:00	11:30P- NEWS-ABC 7 NEWS @ 11P							1		1	\$4,800.00	\$4,800.00	WJLA Arlington (WJLA)		10/22/12

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22.0	Normal Line / SPOT	10/27/12-10/27/12	3	1:00	12:35A- CASTLE							1		1	\$1,800.00	\$1,800.00	WJLA Arlington (WJLA)		10/22/12
23.0	Normal Line / SPOT	10/28/12-10/28/12	3	1:00	7:58A- ABC-GOOD MORNING AMERICA SUN							1		1	\$1,800.00	\$1,800.00	WJLA Arlington (WJLA)		10/22/12
24.0	Normal Line / SPOT	10/28/12-10/28/12	3	1:00	5P- NEWS-SUNDAY ABC 7 NEWS @5P							1		1	\$2,000.00	\$2,000.00	WJLA Arlington (WJLA)		10/22/12
25.0	Normal Line / SPOT	10/28/12-10/28/12	3	1:00	6:30P- NEWS-ABC 7 NEWS @ 630P							1		1	\$4,800.00	\$4,800.00	WJLA Arlington (WJLA)		10/22/12
26.0	Normal Line / SPOT	10/28/12-10/28/12	3	1:00	11P- NEWS-ABC 7 NEWS @ 11P							1		1	\$6,000.00	\$6,000.00	WJLA Arlington (WJLA)		10/22/12

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